

<u>DB Name</u>	<u>Query</u>	<u>Hit Count</u>	<u>Set Name</u>
USPT,PGPB,JPAB,EPAB,DWPI,TDBD	l3 and scholes	3	<u>L10</u>
USPT,PGPB,JPAB,EPAB,DWPI,TDBD	l7 and scholes	0	<u>L9</u>
USPT,PGPB,JPAB,EPAB,DWPI,TDBD	l7 and black\$	2	<u>L8</u>
USPT,PGPB,JPAB,EPAB,DWPI,TDBD	('6269346'  '6195647'  '6233566'  '6157918'  '6161099'  '6173270'  '6067532'  '6023685'  '6035287'  '5826244'  '5845265'  '5671363'  '5557517'  '5168446'  '4903201'  '4677552')[ABPN1,NRPN,PN,TBAN,WKU]	37	<u>L7</u>
USPT,PGPB,JPAB,EPAB,DWPI,TDBD	('6269346'  '6195647'  '6233566'  '6157918'  '6161099'  '6173270'  '6067532'  '6023685'  '6035287'  '5826244'  '5845265'  '5671363'  '5557517'  '5168446'  '4903201'  '4677552')[ABPN1,NRPN,PN,TBAN,WKU]	37	<u>L6</u>
USPT,PGPB,JPAB,EPAB,DWPI,TDBD	l3 and (intellectual adj property)	5	<u>L5</u>
USPT,PGPB,JPAB,EPAB,DWPI,TDBD	l3 and patent	66	<u>L4</u>
USPT,PGPB,JPAB,EPAB,DWPI,TDBD	((705/37 )!.COR. )	143	<u>L3</u>
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SYSTEM:OS - DIALOG OneSearch  
File 15:ABI/Inform(R) 1971-2001/Oct 12  
(c) 2001 ProQuest Info&Learning  
File 9:Business & Industry(R) Jul/1994-2001/Oct 11  
(c) 2001 Resp. DB Svcs.  
File 623:Business Week 1985-2001/Oct W1  
(c) 2001 The McGraw-Hill Companies Inc  
File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire  
File 275:Gale Group Computer DB(TM) 1983-2001/Oct 10  
(c) 2001 The Gale Group  
File 624:McGraw-Hill Publications 1985-2001/Oct 10  
(c) 2001 McGraw-Hill Co. Inc

Set	Items	Description
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S PATENTAUCTION (W) COM  
5 PATENTAUCTION  
889716 COM  
S1 5 PATENTAUCTION (W) COM  
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S IPEX (W) NET  
589 IPEX  
869107 NET  
S2 3 IPEX (W) NET  
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S IPNETWORK (W) COM  
27 IPNETWORK  
889716 COM  
S3 13 IPNETWORK (W) COM  
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T 2/9/3

2/9/3 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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02003791 (THIS IS THE FULLTEXT)  
Marketing intellectual property on-line  
(Price Waterhouse has begun the Intellectual Property Exchange, an Internet site targeted at trading intellectual property assets)  
Crain's New York Business, v XIII, n 46, p 12  
November 17, 1997  
DOCUMENT TYPE: Journal ISSN: 8756-789X (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 660

ABSTRACT:

Price Waterhouse (Manhattan, NY) has begun the Intellectual Property Exchange, an Internet site targeted at trading intellectual property (IP) assets. It could be the first service of its type to offer a central site for purchasing, selling and licensing patents, trademarks and copyrights. There are presently not many listings on the exchange, but Price Waterhouse anticipates a raise in usage shortly after it starts promoting the site more extensively on the Internet and in print ads. For Price Waterhouse, the site is mainly a way to help market its intellectual property consulting practice. The firm is not charging for listings or transactions on the exchange. The service has a question-&-answer area, royalty rate guidelines, a listing of IP lawyers and IP-related news.

TEXT:

Price Waterhouse Web site trades both patents, copyright

BY MARK WALSH

The familiar image of the New York Stock Exchange and the sound of its opening bell greet visitors to a new on-line trading forum.

But the Internet site at [www.ipex.net](http://www.ipex.net) is aimed at trading intellectual property assets, not securities. Launched by Price Waterhouse, the intellectual Property Exchange may be the first service of its kind to offer a central location for buying, selling and licensing patents, trademarks and copyrights.

That's good news for inventors, technology companies and intellectual property attorneys who are expected to be the main participants in the exchange.

For the Manhattan-based accounting giant, the site is primarily a way to help market its intellectual property consulting practice. Indeed, Price Waterhouse isn't charging for listings or transactions on the exchange.

"Our goal is to be recognized as a leader in the area of intellectual property, and we think this type of service on the Internet helps to achieve that," says Bryan Benoit, a Houston-based senior manager in Price Waterhouse's corporate finance, corporate recovery and dispute analysis group, who developed the site.

One thing the nascent Price Waterhouse exchange has in its favor is simplicity. To post an item on the site's "Board of Trade," a seller fills out contact information on-line, along with a brief description of its IP and the asking price. The process is essentially the same for buyers who list what IP they are seeking.

Information can also be removed, updated or changed by users who are given password-protected access to their listings.

## Comprehensive coverage

Besides the exchange board, the service also includes a question-and-answer area, royalty rate guidelines, a listing of IP attorneys and IP-related news.

Of the handful of offerings on the site's trade board so far, Internet domain names appear to be the hot commodity. To register an Internet address costs \$100 for a two-year period. But owners of popular domain names have been able to sell them for much more than that.

One seller on the exchange, Steven Kingsley, hopes to fetch \$25,000 to \$150,000 for 10 Internet domain names he owns, including Web-Trust.com and Web-Escrow.com. The president of Ridgewood, N.J., consultant and software developer A.I. Laboratories is also seeking to license patents on the site.

Intellectual property experts say the exchange will most likely benefit small companies like A.I. Labs or individual inventors who may not otherwise have the resources to market their products.

"Getting patents is sometimes the easiest part; getting someone to pay attention to you can be the hard part," says Greg Aharonian, who runs the Internet Patent News Service.

While there are now only a few listings on the exchange, Price Waterhouse expects usage to increase once it begins next month to promote the site more widely on the Internet and in print ads.

Price Waterhouse is hoping that users of the exchange will also look into working with the firm's consultants. The company has nearly 50 partners in the United States that specialize in IP consulting and evaluation within the corporate finance, corporate recovery and dispute analysis department.

## Q&A section promotes firm

To help promote that specialty, the exchange site includes a section for asking IP-related questions. Mr. Benoit provides answers or gives the name of another Price Waterhouse consultant to contact. That in turn could lead to the firm being hired to determine the market value of someone's intellectual property or to negotiate a licensing deal.

Mr. Benoit says Price Waterhouse will not answer legal questions, but will refer them to appropriate attorneys. Even so, IP attorney Carl Oppedahl of Oppedahl & Larson in Yorktown Heights, N.Y., says answering questions about intellectual property over the Internet could be risky. That's because IP matters can straddle business and law, and an on-line answer could be perceived as legal advice.

"You have to worry that you're broadening your potential liability," Mr. Oppedahl says. But with proper disclaimers, he adds, the risk can be minimized.

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COMPANY NAMES: PRICE WATERHOUSE LLP

INDUSTRY NAMES: Business services; Information industry; Online services; Professional management services

PRODUCT NAMES: On-line service providers (737500); Accounting, auditing, and bookkeeping services (872000)

CONCEPT TERMS: All market information; All product and service information; Marketing campaign; Product introduction

MARKETING TERMS: All campaign; All media; All product marketing; New campaign; Online; Print advertising; Sales promotion

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

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2/9/3

2/9/3 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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